WHAT IS CLAIMED IS:

1. A fastener assembly comprising:

(a) a plastic fastener comprising,

(i) a filament,

(ii) a paddle at one end of said filament, and

(iii) a cross-bar at the other end of said filament, and

(b) identifying matter provided onto the paddle of said plastic fastener.

2. The fastener assembly of claim 1 wherein said identifying matter is in the form of a label.

3. The fastener assembly of claim 2 wherein said label includes an image layer which displays a marking.

4. The fastener assembly of claim 2 wherein said label is retained by the paddle of said plastic fastener.

5. The fastener assembly of claim 1 wherein said identifying matter is printed onto the paddle of said plastic fastener.

6. The fastener assembly of claim 5 wherein said identifying matter is in the form of a barcode.

7. The fastener assembly of claim 5 wherein said identifying matter is in the form of a sequential identifier.

8. The fastener assembly of claim 7 wherein said identifying matter is in the form of a numerical identifier.

9. The fastener assembly of claim 5 wherein said identifying matter is in the form of a product identifier.

10. The fastener assembly of claim 5 wherein said identifying matter is in the form of a company identifier.

11. The fastener assembly of claim 1 wherein said paddle is shaped to display said identifying matter.

12. A fastener assembly comprising:

(a) a label, and

(b) a fastener adapted to display said label, said fastener comprising,

(i) a filament,

(ii) a paddle at one end of said filament, and

(iii) a cross-bar at the other end of said filament.

13. The fastener assembly as claimed in claim 12 wherein the paddle of said fastener is adapted to display said label.

14. The fastener assembly as claimed in claim 12 wherein said label includes an image layer which displays a marking.

15. The fastener assembly as claimed in claim 12 wherein said label is retained by the paddle of said fastener.

16. The fastener assembly as claimed in claim 12 wherein said label is secured to the paddle of said fastener using an adhesive.

17. The fastener assembly as claimed in claim 16 wherein said label is secured to the paddle of said fastener using a pressure-sensitive adhesive.

18. The fastener assembly as claimed in claim 12 wherein the paddle of said fastener is insert molded around at least a portion of said label.

19. The fastener assembly as claimed in claim 18 wherein the paddle of said fastener is insert molded entirely around said label.

20. A method of manufacturing a fastener assembly, said method comprising the steps of:

(a) molding a plastic fastener which comprises a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, and

(b) applying a label onto the paddle of said plastic fastener.

21. The method of claim 20 wherein said molding step is performed using a continuous molding process.

22. The method of claim 20 wherein said applying step is performed using a pressure-sensitive labeling device.

23. A method of manufacturing one or more fastener assemblies, each fastener assembly comprising a label and a fastener adapted to display said label, each fastener comprising a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, said method comprising the steps of:

(a) providing one or more labels, and

(b) molding the paddle of a fastener at least partially around each of said one or more labels.

24. The method of claim 23 wherein said molding step is performed using an insert molding process.

25. A system for manufacturing one or more fastener assemblies, each fastener assembly comprising a label and a fastener adapted to display said label, each fastener comprising a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, said system comprising:

(a) a molding apparatus for molding one or more of said fasteners, and

(b) a labeling device for applying a label onto each of said one or more of said fasteners.

26. The system of claim 25 wherein said system is a continuous in-line system.

27. The system of claim 25 wherein said labeling device is a pressure-sensitive labeling device.

28. A molding apparatus for manufacturing one or more fastener assemblies, each fastener assembly comprising a label and a fastener adapted to display said label, each fastener comprising a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, said molding apparatus comprising:

(a) a rotatable molding wheel having cavities in a peripheral surface thereof,

(b) a label depositing device for inserting a label into selective cavities in said rotatable molding wheel,

(c) a manifold for applying molten plastic material into the cavities in said rotatable molding wheel such that a layer of controlled film overlies said cavities, and

(d) a knife for skiving the layer of controlled film overlying said cavities.

29. A method of manufacturing a fastener assembly, said method comprising the steps of:

(a) molding a plastic fastener which comprises a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, and

(b) printing identifying matter onto the paddle of said plastic fastener.

30. The method of claim 29 wherein said printing step is performed using an inkjet printer.

31. The method of claim 29 wherein said identifying matter is printed onto the paddle in the form of a barcode.

32. The method of claim 29 wherein said identifying matter is printed onto the paddle in the form of a sequential identifier.

33. The method of claim 32 wherein said identifying matter is printed onto the paddle in the form of a numerical identifier.

34. The method of claim 29 wherein said identifying matter is printed onto the paddle in the form of a product identifier.

35. The method of claim 29 wherein said identifying matter is printed onto the paddle in the form of a company identifier.

36. A plastic fastener comprising:

(a) a filament,

(b) a paddle at one end of said filament, and

(c) a cross-bar at the other end of said filament,

(d) wherein at least a portion of said paddle is shaped in the form of identifying matter.

37. The plastic fastener of claim 36 wherein said paddle is shaped to include at least one cut-out for defining said identifying matter.

38. The plastic fastener of claim 37 wherein said at least one cut-out is non-circular in shape.

39. The plastic fastener of claim 36 wherein said identifying matter is in the form of a product identifier.

40. The plastic fastener of claim 36 wherein said identifying matter is in the form of a company identifier.

41. A plastic fastener comprising:

(a) a filament,

(b) a paddle at one end of said filament, and

(c) a cross-bar at the other end of said filament,

(d) wherein said paddle is shaped to include at least one cut-out which defines an identifying matter.

42. The plastic fastener of claim 41 wherein said identifying matter is in the form of a product identifier.

43. The plastic fastener of claim 42 wherein said identifying matter is in the form of a company identifier.

44. A method of manufacturing a fastener assembly, said method comprising the steps of:

(a) molding a plastic fastener which comprises a filament, a paddle at one end of said filament, and a cross-bar at the other end of said filament, and

(b) forming at least one cut-out in said paddle, said at least one cut-out defining an identifying matter.

45. The method of claim 44 wherein said forming step is performed using a stamping machine.